

## CEO's Message



### Don't take funds for granted

In government circles, Costa Mesa is known—and envied—for its ability to secure local, state and federal grants to fund various projects around town. This week, the Public Services Department landed two more federal grants totaling \$1.65 million.

Nearly \$800,000 will be used for traffic safety in school zones. The money will be spent on 21 radar speed flashback signs, 204 pedestrian countdown timers, 10 school zone warning beacons and minor signing and striping improvements throughout the City.

And more than \$855,000 will be spent to slow traffic in the residential community that runs along E. 19th Street between Newport Boulevard and Irvine Avenue. The project will include chokers at intersections and chokers or medians at selected midblock locations. Landscaping will also be incorporated to make the street appear narrower, thereby slowing traffic. Finally, entry monument signs will be placed at Fullerton and Irvine avenues that read: "Eastside Costa Mesa."

The two projects do not require the City to match any percentage of the funds.

Kudos to **Raja Sethuraman** and his team in the City's Transportation Services Division and the Public Services Department who have worked tirelessly in securing these grants. Because of their efforts, Costa Mesa school children and Eastside residents will soon be a little safer.

**Tom Hatch**, chief executive officer, City of Costa Mesa

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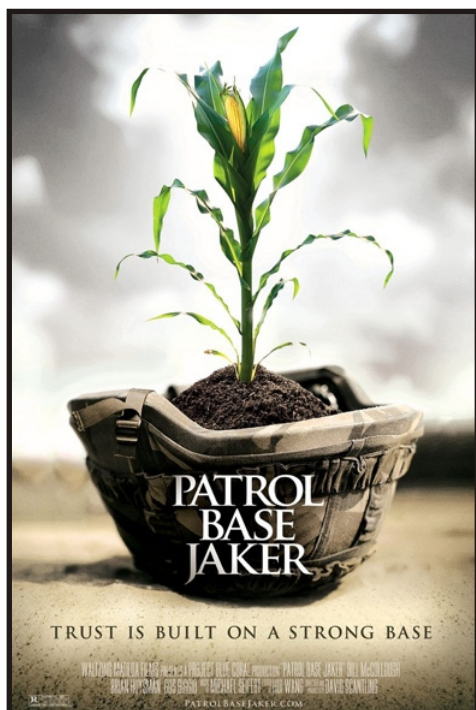
- The obligation to be engaged and accountable

☒ Comments or suggestions, please contact [william.lobdell@costamesaca.gov](mailto:william.lobdell@costamesaca.gov)



## CEO's Office

### Community calendar



**Oct 22 SATURDAY** The inaugural “**Evening Under the Stars**” benefit for students in the Costa Mesa High School zone will take place from 6 to 9:30 p.m. in the world-famous Noguchi Gardens in the South Coast Metro. Tickets are \$100 per person or \$150 per couple.

The two-day Home, Remodeling and Decoration Show featuring home improvement products and services takes place at the **OC Fair & Event Center** (Saturday 10 a.m. - 8 p.m. and Sunday 10 a.m. - 6 p.m.) General admission is \$7.75.

**Southern California Marine Aquarium Society** hosts Reef-A-Palooza at the **OC Fair & Event Center**, offering a marketplace for sellers, exhibitors and hobbyists to buy, sell, trade and showcase their products. (Saturday 10 a.m. - 6 p.m. and Sunday 10 a.m. - 4 p.m.) General admission \$10.

The **National Police Rodeo** where cops become cowboys will take place on Saturday, Oct. 22 from 4 - 7 p.m. at the **OC Fair & Event Center**. Admission: general \$10, senior (60+) \$8. Children 5 and under are free. Parking: general \$5, preferred \$8. (714) 522-0200

**Oct 25 TUESDAY** The City’s **Investment Oversight** Committee will meet at 3:30 p.m. in Conference Room 1A off the City Hall lobby.

**Oct 26 WEDNESDAY** The **Airborne Law Enforcement Services (ABLE) Board** will meet at 9 a.m. in the Chief’s Conference Room at Newport Beach Police Headquarters, 870 San Clemente Drive, Newport Beach.

“Food Truck Fare After Dark” on Wednesday, Oct. 26 from 5:30 p.m. - 9p.m. @ the **OC Fair & Event Center** features a variety of gourmet food trucks that change weekly. Parking and admission are free. “Food Truck Fare After Dark” takes place in the fairgrounds’ Lot D, off Arlington Drive.

**Oct 28 FRIDAY** The **5th Marine Regiment Support Group** is hosting a pre-release showing of the documentary “Patrol Base Jaker” at the Triangle Square Cinemas in Costa Mesa at 7 p.m. Tickets are \$20.

For a complete list of community events, click [here](#).

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## CEO's Office (Continued)



### Town Hall on Westside issues planned for Nov. 9

A Costa Mesa town hall meeting to discuss Westside issues is planned for Nov. 9 at 7 p.m. at Pomona Elementary School. Officials from the City, police department, schools and nonprofits will be on hand to talk with residents about how to improve the community. The evening will also feature light refreshments and door prizes.



### Soraya Julian promoted to full-time executive secretary

**Soraya Julian**, who worked part-time in the City Clerk's Office, has been promoted to full-time executive secretary in the Development Services Department. Congratulations! **Debbie Borthwick**, who works as an office specialist II in the Development Services Department, will fill Soraya's position in the City Clerk's Office.



### Notes from CEO's Office

The **Housing and Community Development** staff will work Monday out of their new quarters in the **Development Services Department** on the second floor ... They had been operating out of the 5th Floor ... No plans have been made for the vacated space on the 5th Floor, though we are looking for a permanent studio to tape the "Costa Mesa Minute" ... CEO **Tom Hatch** had a guest spot on "Costa Mesa Minute" Thursday, serving as prep football prognosticator (was anyone surprised when he picked the Costa Mesa Mustangs to win 65-0?) ... You can click [here](#) and then on the Oct. 20 show to watch ... The revamp of the City's website continues to move forward ... **Bill Lobdell** will be meeting with department heads and others in the coming weeks to gather ideas and content.

### SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

**Hint:** It's more than just dirt.

To get the whole picture, see page **6**.



## Development Services



### Get in the (big) Zone

AutoZone recently received Planning Commission approval of its project to demolish a 1,900-square-foot dental office building and construct a new 7,462-square-foot, single-story commercial building at 3105 Harbor Boulevard. The project design incorporates various building materials, design and landscape features to minimize building mass.

—Minoo Ashabi

## MAKING HISTORY



### A popular tradition suddenly made scarce

In 1937, in the wake of a devastating flood, the Costa Mesa Chamber of Commerce decided to boost the town's spirits and hold a Scarecrow Festival.

The inaugural event drew 5,000 spectators and, a year later, more than 20,000 people—five times Costa Mesa's population at the time—flocked to the Scarecrow Festival, which feature hundreds of scarecrows (and awards for most grotesque, amusing and workmanlike). The photo above shows an entry by Vicle Brothers Plumbing titled "The Men of Fittings."

In 1941, the United States' entry into World War II ended the Scarecrow Festival and by the time the war ended, Costa Mesa was rapidly evolving from its farming roots and the festival was never resurrected.

## Development Services



### Homeless family gets housing thanks to City, County and Mercy House

Thanks to efforts by the City of Costa Mesa, Orange County Supervisor John Moorlach's office and Mercy House, a local family has housing.

The Smiths were a middle-class family when Bob was laid off. He was the sole provider for his family, and his wife was a stay-at-home mom. When Bob finally landed another job, his car broke down on his way to work.

Unfortunately the Smiths were faced with the decision of fixing the car and becoming homeless or not fixing his car and losing his job. Bob's job with a communications company requires that he have a vehicle. So he made the decision to fix his car and hoped to catch up on his rent.

The Smiths were evicted, and he, his wife and son became a motel family. Their struggles continued, and at times, they could not pay for a motel and had to sleep in their car or rely on friends and family to take them in.

Bob was too embarrassed to tell his employer his family's hardship—plus he worried about losing his job. However, he was smart enough to seek help from Supervisor John Moorlach's office, which immediately contacted the county homeless coordinator. Since Bob was a Costa Mesa resident, she promptly reached out to Costa Mesa's Housing and Community Development Division, who linked him with services offered by Mercy House in Santa Ana.

Mercy House was able to assist the Smiths through Costa Mesa's Rapid Re-housing Program. They are now living in a two-bedroom apartment. They will receive ongoing case management in budgeting and other financial issues as well. Housing and Community Development hopes that it can continue building a support network with governmental jurisdictions and nonprofits to ensure that the needs of homeless Costa Mesa residents are addressed.

—Muriel Ullman

## Fire Department



### Costa Mesa hires Tom Arnold as interim fire chief

The City of Costa Mesa has hired **Tom Arnold**—the former deputy fire chief of Newport Beach—as its interim fire chief, City Chief Executive Officer Tom Hatch announced today.

Arnold, a 35-year Costa Mesa resident and 30-year veteran of the Newport Beach Fire Department, will begin work as soon as his background check and health evaluation are completed.

Arnold replaces Interim Chief Kirk Dominic, who served as the head of the Costa Mesa Fire Department for the past year and recently asked to return to field operations.

"I'm very grateful for the excellent job Kirk has done as interim fire chief for the City and its residents," Hatch said. "We are also fortunate to have someone of Tom Arnold's background and caliber to step up and lead our fire department."

The City hasn't sought a permanent chief since the Costa Mesa Fire Assn. asked the City last November to explore the viability of outsourcing fire services to the Orange County Fire Authority (OCFA). In July, the City Council voted to ask other firefighting entities for proposals to provide Costa Mesa with fire services. That process is underway, and a decision on whether to outsource the fire department is expected early next year.

Arnold, 62, worked in a variety of positions for the Newport Beach Fire Department, including firefighter, paramedic, fire captain, battalion chief and, for 15 years, deputy fire chief. In Newport Beach, he managed the Operations Division, which included 300 personnel, five managers, 38 supervisors, including firefighters, paramedics, and lifeguards in over 40 locations and five separate shift schedules.



## FINAL WORDS



### The obligation to be engaged and accountable

By Michael Josephson

Charlie, a road crew supervisor for highway landscapers, came upon a pair of workers from one of his crews seemingly hard at work. He watched one fellow dig a hole while his partner waited a few minutes and then filled the hole. After a few repetitions Charlie demanded an explanation.

The hole-filler was offended: "We've been doing this job for 10 years. What's your problem?"

Charlie sputtered: "You've been digging and filling empty holes for 10 years? That makes no sense."

"Not exactly," the worker replied. "Until a few months ago, there was another guy who would put a bush in the hole. He retired and when management failed to replace him, we figured they wanted us carry on as best we could."

Obviously, these fellows didn't think much of their management and the fact that they were digging and filling holes without planting bushes for months seems to justify their cynicism. Still, the incompetence of a manager doesn't justify the indifference of employees.

There is a moral dimension to work, an obligation to be both engaged and accountable.

Being engaged means being involved, pursuing excellence and taking personal pride in your work.

Being accountable means accepting personal responsibility to make things better. Outdated or foolish procedures are common in lots of organizations, but they shouldn't be perpetuated by a mindless "I'm just doing my job" mentality.

Remember, if you don't take pride in what you do, you can't take pride in what you are.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).



### SECRET SPOTTED

**Answer:** The Plant Stand, <http://www.plant-stand.com/?q=node/4> at 2972-A Century Place, Costa Mesa. The Plant Stand has a wide variety of plants from around the world, a boutique area and free Saturday classes.